

1928

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U.S. Department of Agriculture



Madeleines "Gold Medal" Delphinium grown by Magistrate A. A. Stanford at Parkwood, Johannesburg.

ANNUAL SALE OF PERENNIAL PLANTS!!!

Perennial plants, such as Delphinium, etc., go dormant towards end of May and can then be sent safely anywhere in South Africa or Rhodesia by post or rail.

The following are all hardy to frost and the longer they have to become established and make roots before top growth starts in spring, the better.

Many people defer planting for fear of frost; this is a great mistake. A little old manure, grass or leaves over the crowns is all the protection required anywhere in South Africa.

They are all strong plants which have been grown in the open ground and not just small seedlings stunted in tins. They can be relied on to give fine flowers next spring and summer.

NOVELTIES.

We can most strongly recommend the three following new plants which we have thoroughly tested at our Floral Farms.

GEUM, LADY STRATHEDEN. Award of Merit, Royal Horticultural Society. A golden yellow counterpart of the well-known "Mrs. Bradshaw" and equally good in every way. Price 1/- each; 7/6 per dozen.

PENTSTEMON BOTANICA. A magnificent plant for border or cut flowers. Long spikes of small lavender flowers. Highly recommended. Price 1/- each; 7/6 per dozen.

THALICTRUM DIPTEROCARPUM. One of the finest perennial plants of recent introduction, throwing up tall, very graceful heads of small fluffy mauve flowers with golden anthers. It is something quite out of the ordinary. Price 1/6 each; 12/- per dozen.

DELPHINIUMS.

The finest of all blue perennial plants. No garden, however small, should be without some.

MADELEINES "GOLD MEDAL" DELPHINIUM HYBRIDS. Grown from the choicest and most expensive seed sent out by the world's greatest Delphinium Specialist and saved exclusively from hand-fertilised and isolated plants of the newest and choicest varieties only. Most of these plants have already flowered this autumn and they represent an almost unbelievable advance on the ordinary Delphinium Hybrids. The flowers have caused quite a sensation at our Floral Depot in Pritchard Street, Johannesburg. Price 1/- each; 10/6 per dozen; 36/9 for 50.

MADELEINES MATCHLESS BELLADONNA. Beautiful pale blue. Very free-flowering and the best Delphinium for cut flower work. Sprays light and graceful. Price 9d. each; 5/- per dozen.

MADELEINES MATCHLESS DELPHINIUM HYBRIDS. A first class strain, far above the average, but of course not so good as the "Gold Medal." Price 9d. each; 5/- per dozen; 17/6 for 50.

MADELEINES MATCHLESS FORMOSUM. A dark blue counterpart of "Belladonna." Price 9d. each; 5/- per dozen.

Madeleine's Floral Farms

Specialist in Sub-Tropical Seeds

Madeleine Building, 57 Pritchard St., Johannesburg

Mail Order Dept. - P.O. Box 1141, Johannesburg

Aquilegia (Columbines). Beautiful colours and dainty flowers. Price 9d. each; 3/6 per dozen; 12/3 for 50; 21/- per 100.

Barberton Daisy Hybrids. Very beautiful colours; flowers keep wonderfully when cut. Mixed seedling plants 1/6 each; 15/- per dozen.

Campanula Wahlenbergia (Platycodon). The easiest Campanula to grow under South African conditions; large, bell-shaped flowers in white and blue. Price 1/- each; 10/6 per dozen.

Cannas. One of the very finest tall border plants. The new large-flowered types and beautiful colours are incomparably superior to the older sorts. Price 1/- each; 7/6 per dozen; 26/3 for 50; 45/- per 100.

Canterbury Bells. Mixed Colours. Price 6d. ea. h; 2/6 per dozen; 8/9 for 50; 15/- per 100.

Crimson Valerian. Very easily grown and a good keeping cut flower. Price 9d. each; 5/- per dozen.

Forget-Me-Not. Will do beautifully under trees or at the South side of the house. Quite easily grown. Price 6d. each; 5/- per dozen; 17/6 for 50; 30/- per 100.

Gaillardia. Perennial. Far superior to the annual type. Price 6d. each; 2/6 per dozen; 8/9 for 50; 15/- per 100.

Gypsophila Paniculata. Unsurpassable with cut flowers. Incomparably more beautiful than the annual type. Price 9d. each; 5/- per dozen; 17/6 for 50; 30/- per 100.

Helenium Bigelowi. Very showy and stands hot conditions exceptionally well. Bright yellow with black centre. Price 9d. each; 5/- per dozen.

Hollyhocks. Madeleines Matchless Double Mixed. The finest of all tall border plants. Magnificent double flowers and grand colours. Price 9d. each; 5/- per dozen; 17/6 for 50; 30/- per 100.

Iris. Japanese. Largest of all, very fine. Price 9d. each; 5/- per dozen.

Iris, Germanica and Hybrids. Wonderful colours, including combinations of yellow, wine, mauve, lavender, etc. Quite one of the best border plants and distinct from the ordinary purples and whites. Mixed Colours. Price 1/6 each; 15/- per dozen; 26/- for 50. Special colours 1/6 to 2/6 each.

Iris, Madeleines Purple Perpetual, very free-flowering. **White Wings,** white, yellow beard; **Royalty,** Blue Standards, purple falls; all price 9d. each; 5/- per dozen; 17/6 for 50; 30/- per 100.

Iris, Lavender Queen. Very beautiful tall pale lavender. Price 1/6 each; 15/- per dozen.

Iris, Madame Chereau. Blue and White striped Picotee edge, exceedingly pretty. Price 1/6 each; 15/- per dozen.

Iris Isolene. Unique and very beautiful colouring, standards lilac, falls wine colour. Price 2/- each; 22/6 per dozen.

Iris Mist. Exceptionally large mauve flowers. Very fine. Price 2/- each; 22/6 per dozen.

Lychnis Chalcedonica. A very fine scarlet perennial. Price 6d. each; 5/- per dozen; 17/6 for 50.

Michaelmas Daisies. One of the easiest grown perennials and very showy. Purple, White, Pink, Blue, Mixed Colours. Price 6d. each; 2/6 per dozen; 8/9 for 50; 15/- per 100.

Perennial Phlox. Fine border plants. Mixed colours only. Price 1/6 each; 15/- per dozen.

Plumbago Capensis. Makes a beautiful shrub or hedge. Fine for covering up bare places. Pretty blue flowers. Price 1/6 each; 12/- per dozen.

Oriental Poppy Hybrids. Huge flowers in salmon and scarlet shades. Prefer modified shade and moisture. Price 9d. each; 5/- per dozen.

Pyrethrum Roseum. Beautiful cut flowers. We grow quantities for our Floral Depot. Price 6d. each; 3/6 per dozen; 14/- per 50.

Red Hot Poker Hybrids. These are of various shades. Handsome border plants. Price 1/6 each; 12/- per dozen.

Rudbeckia Purpurea. Rich purple, one of the only plants of the colour. Very distinct and fine. Price 9d. each; 5/- per dozen.

Salvia Farinacea. Bright lavender. A fine border plant. Price 9d. each; 5/- per dozen.

Statice Latifolia. Huge heads of tiny lavender flowers. Very dainty and beautiful. Price 9d. each; 5/- per doz., 17/6 for 50.

Violets. Large Imperial Blue. Enormous rich-coloured flowers with long stems. The finest Violet, as grown for our Floral Depot. Price 6d. each; 2/- per dozen; 7/- for 50; 12/6 per 100.

Water Lilies, yellow only. Price 5/- each.

Strawberries, St. Joseph Perpetual Fruiting. Favourite French variety. Wonderful flavour. Price 1/3 per doz.; 7/6 per 100.

Blackberry Canes. Madeleines Matchless. Best market variety. Will grow anywhere. Price 1/- each; 5/- per doz.; 17/6 for 50; 50/- per 100, Carriage extra.

NOTE. Not less than half-dozen of any of the above at one dozen price.

A Special Discount of 10 per cent. (2/- in the £) on all orders of Twenty Five Shillings and over which are accompanied by cash payment. All deliveries free in Union unless marked otherwise.

South Africa

